

FGX Europe Acquires Eyewear Company Framed Vision

Submitted by: Steve Stubbs Marketing Management

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Stoke-on-Trent, UK (15 March, 2011) – FGX Europe, a leading designer and marketer of non-prescription reading glasses and sunglasses, today announced the acquisition of Framed Vision based in Kent.

Framed Vision is a foremost UK designer and distributor of reading glasses, sunglasses and frames marketed to a fashion-forward consumer under the Sight Station brand name. Framed Vision is now a wholly-owned subsidiary of FGX Europe, Ltd and will continue to offer Sight Station products at leading retailers throughout the UK.

“The acquisition of the Sight Station brand and product line complements perfectly our existing product portfolio”, said Chris Jones, Managing Director of FGX Europe, “Our customers will see significant benefits from a single source supplier for all their eyewear needs. It will strengthen our marketing efforts, ensure future growth and extend the FGX brand here in the UK.”

“I am very excited that Framed Vision has become a part of FGX Europe,” said Tom Burmester, founder of Framed Vision, who will remain with the company. “I have been very impressed with FGX Europe’s growth and ambition and I am looking forward to working with the management team.”

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About FGX Europe

FGX Europe is a leading designer and marketer of non-prescription reading glasses and sunglasses. It is a subsidiary of FGX International with a portfolio of established, highly recognized eyewear brands including Foster Grant®, Magnivision®, Gargoyles®, Anarchy®, Corinne McCormack®, SolarShield® and PolarEyes®. FGXI also holds licenses for brands such as Ironman®, Body Glove, Field & Stream™ and C9 by Champion. Based in Smithfield, Rhode Island, FGXI has approximately 350 full time employees. Additional offices are located in New York City, New York; San Luis Obispo, CA; Toronto, Canada; Stoke-on-Trent, England; Mexico City, Mexico; and Shenzhen, China.

About Framed Vision

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